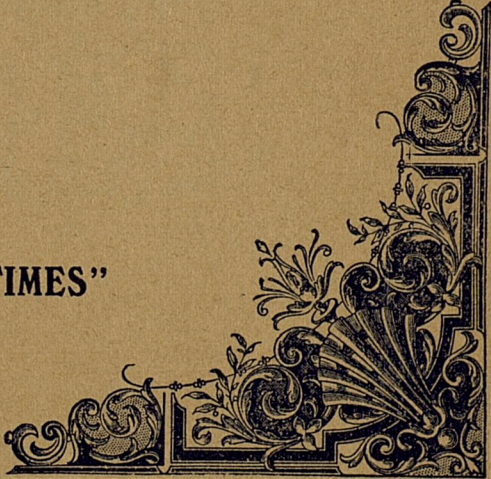




A
Different Kind
of
"TALKIE"



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WORKSHOPS OF THE CINEMA INDUSTRY

ACTIVITIES OF CINEMA TRADERS, LTD., REVIEWED



Head Office and Showrooms.

To those who are unacquainted with the activities of the technical side of the cinema industry—and to many who possess some knowledge of the subject—inspection of the extensive workshops of some of its firms would prove an experience in the nature of a revelation.

Most exhibitors and others connected with the business will have come into contact with the well-known house of Cinema Traders, Limited, Church Street, Soho; with which has now been incorporated the engineering and projector manufacturing firms, John Wrench & Son, and Kamm & Co., Ltd. The slogan of Cinema Traders, Limited, has long been "Buy British and be proud of it"; and we recently took a tour of inspection around the firm's factories and workshops to see just what is being done to provide exhibitors with an opportunity of putting that slogan into practice.

The external appearance of the factories, as will be seen from our illustration, is distinctly imposing; and we were certainly somewhat surprised to find such extensive and well equipped workshops employing so many people.

Upon entering the Works, we were met by one of the veterans of the electro-mechanical side of the industry, Mr. W. Engelke, whose face will be familiar to a great number of our readers; and whose achievements have played a by no means unimportant part in putting the engineering side of the cinema trade in this country on the plane it is to-day.

After a little persuasion we managed to get Mr. W. Engelke to enlighten us with a few details of his activities, and he recalled how, in 1897, with the late Mr. Leo. Kamm, he went to photograph the Diamond Jubilee from a room in Cheapside. The

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Camera, a "Darling," of course, contained no spools, and was loaded and emptied under a table over which had been thrown a rug to make a dark room. An excellent shot of the Procession had been taken, and Mr. W. Engelke was on all fours unloading when some person carelessly opened the door of the room and spoiled the film.

During his connection with the late Mr. Kamm, Mr. Engelke was responsible for much solid pioneer work for the trade. He still continues this, and to-day is a valued member of the Incorporated Association of Kinematograph Manufacturers, also the British Engineering Standards Association, the Society of Motion Picture Engineers and the Kinematograph Standards Sub-Committee which has done so much valuable work in standardising the motion picture industry throughout the world.



Mr. W. Engelke.

Among the many inventions for which Mr. Engelke has been responsible is the invention of the Maltese Cross Oil Bath.

In 1904, Mr. Engelke went over to John Wrench as Workshop Designer and Manager. There his abilities found wide scope and until 1914 machine shop work and the practical side of the business combined to maintain his full attention.

In 1921 John Wrench & Son was taken over by Cinema Traders, Limited, and at the present time Mr. W. Engelke is managing director of the latter Company.

While visiting the Head Office at 26 Church Street, we endeavoured to track Mr. W. A. Guy, Mr. Engelke's co-Director, but we found him very elusive, and presume modesty or pressure of work was his excuse for not facing the camera. However, we managed

to get him in this review. Whenever we meet this gentleman he always has that determined expression on his face which denotes "business."

Mr. W. A. Guy, although young in the Cinema Industry has made great strides since he went to Cinema Traders, Limited, in 1919, as Book-keeper. After only two years' service he became Secretary to the Company, and in 1926, joined the Board of Directors. At the present time, Mr. W. A. Guy controls the financial and commercial side of the Company's business at 26 Church Street. Mr. W. Engelke and Mr. W. A. Guy are now the sole owners of Cinema Traders, Limited, showing that both partners have personality, push and go, and pull together in harmony, which has no doubt accounted for the success of the Company in question.

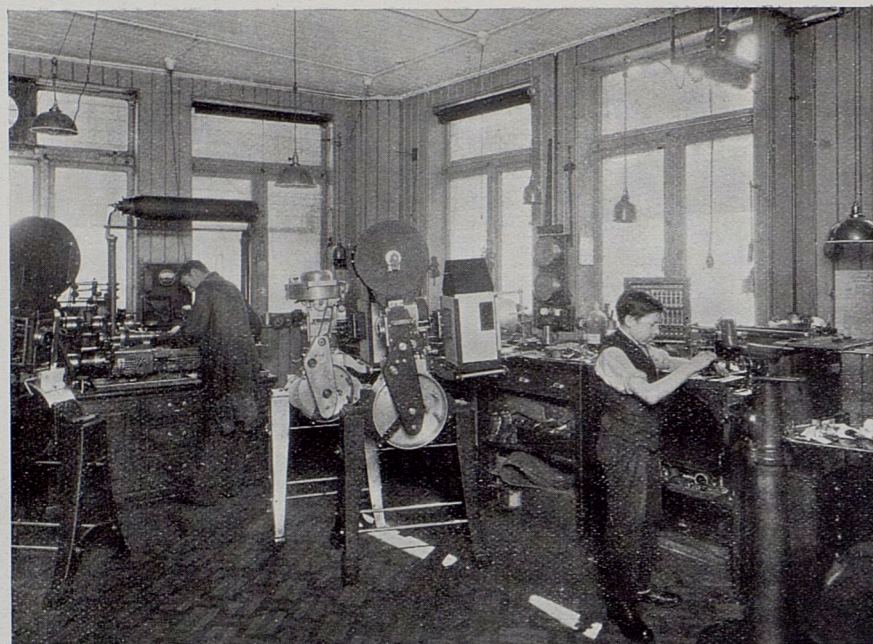
The whirr of machinery assailed our ears as we passed into the factory section of the building, and we frankly were keen to get a glimpse of some of the various departments of engineering activity. The first workshop into which we were conducted was the **Experimental Department**. Here we saw the "Wembley Projector," an admirable and truly British engineering job, designed and created by the late Mr. Kamm as a contribution to the cinematograph industry's representation at the British Empire Exhibition. In the background of our accompanying illustration will be noted the "self-rewind" model, a piece of precision apparatus of which a British manufacturer has every occasion to be proud. On the extreme left is one of the engraving machines, and if one may judge by the amount of work "standing by" it is safe to predict that these machines will be going "all out" for some time to come.



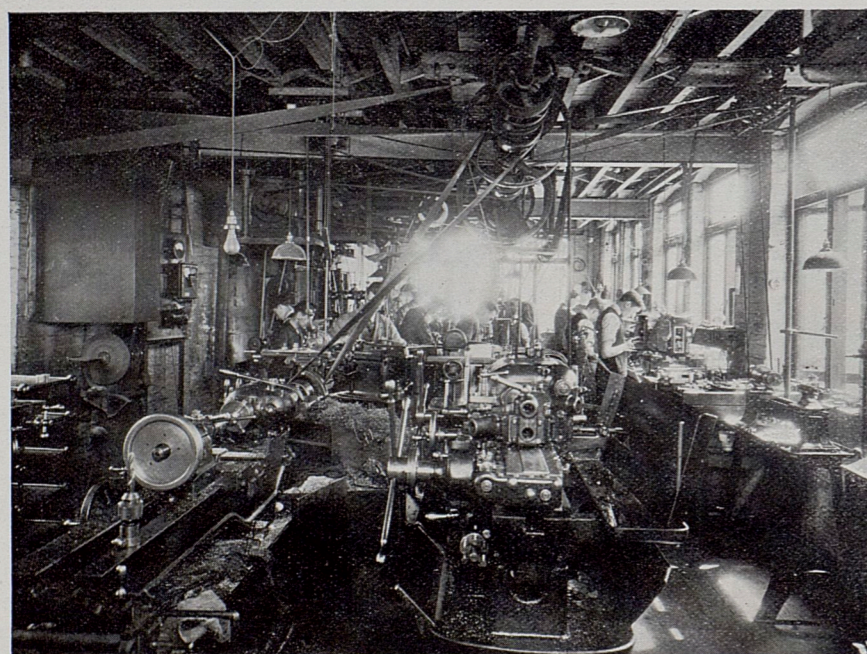
Mr. W. A. Guy.

Next we passed on to the **main machine shop**, and we can scarcely imagine finer and more efficiently assembled machinery in any modern factory of its calibre. Here we saw automatic gear-cutting machines and automatic sprocket-cutting machines, to say nothing of huge capstans and multiple drillers, all busily at work. The impression created on our mind by this throbbing mass of modern machine was, frankly, "well, if anyone can produce the goods, it is surely these people."

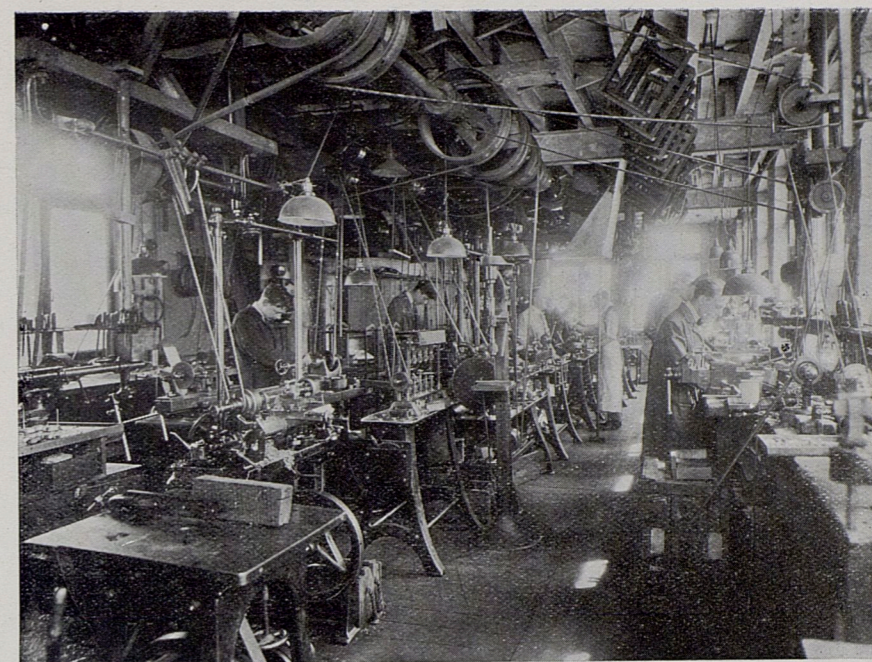
How many, we wonder, of the exhibitors of this country visiting these factories would be prepared to believe that practically the whole of its output is solely cinematograph apparatus? To keep no less than fifty people continuously employed upon such specialised product is an achievement of which Cinema Traders, Limited, may well be proud.



Experimental Department.



Main Machine Shop.



The Assembly Shop.



The Tin Shop.



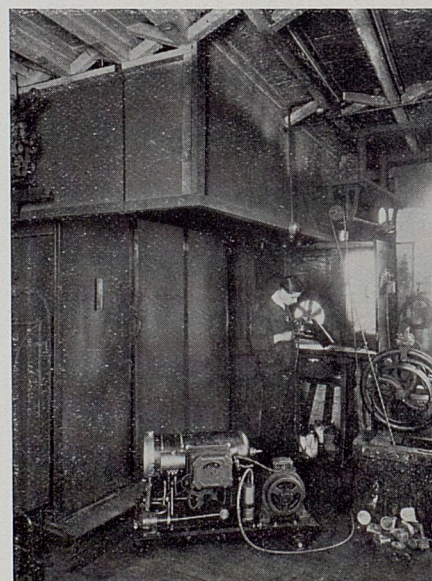
Plating Shop.

The spacious **assembly shop** next claimed our attention. Here we saw lathes, saws, grinders, milling machines, shaping machines and a multiplicity of other power driven machinery all working at high pressure, on account of work in hand in connection with "talkie" installations.

"Everything is done in our own shops, even the plating," said Mr. L. Kamm, the works manager, as we mounted the stairs and passed to a well-equipped **plating shop**. Here again, we found evidence of busy activity; the capacious nickel-plating vats were all "filled to capacity."

IN THE TIN SHOP

Our next "port of call" was what is termed in the factory as the "tin shop"; "din shop" it should be termed, for the noise created by the large amount of machinery in operation was almost deafening. The continuous hammering and cutting of sheet metal evidenced and emphasised the great part this material plays in the manufacture of cinematograph apparatus. Besides cinematograph components this department turns out innumerable kinds of optical lanterns, spotlights, floodlights,



Paint Spraying Shop.

and the hundred and one aids to theatre lighting seen in the accompanying photograph.

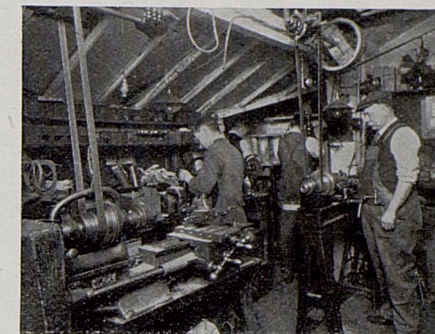
Our next steps took us to a "hot shop" in the real sense of the word; the enamelling and stoving department. The intense heat of the huge ovens in which conditions are reminiscent of a Turkish bath. Here we saw the spraying machines and hand-enamellers producing the beautiful finishes ranging from high glossiness through semi-glossiness to matt.

One particularly artistic finish that attracted our special attention was the "crystalline" finish.



The Factory.

Before taking our departure we paid a visit to the managerial and clerical offices; and here again we were impressed by the business-like atmosphere everywhere prevailing. At the telephone switchboard a charming young lady got us a "couple of numbers" with quite unusual promptness, while the busy stenographers typed away merrily; in fact, the whole place radiated that happy atmosphere of a good crew pulling together with a popular skipper. In the private sanctum of the Sales Manager—as one might expect—we found those solid evidences of sound organisation and attention to detail that connote successful business control.



Service Department.

We enquired how this most pleasing effect was produced; and we were told by one of the finishing experts that it had taken two years of intensive experimentation to get that result.

An interesting "exhibit" of this department is the paint sprayers. One of our illustrations shows a portable spraying set in use.

This machine is made entirely at these works, and from the number in course of manufacture it is self-evident that there must be a very large output of them. Upon inquiry we were informed that these sprayers were being largely used even in countries as far distant as Australia.

"We have," said our guide as he conducted us to another shop, "a special department wherein we give **"service"** to our customers. Repairs, urgent little jobs that need to be done on the spot, are attended to here. Satisfaction to the customer is our aim.



General Office.

SOME SALIENT PRODUCTS.

Some of the most important lines manufactured in this combined organisation are cinematograph projectors and accessories, dance-hall apparatus, spotlights, floodlights, stage battens, optical lanterns, "Focuslite" outfits, transformers, rectifiers and accumulator charging outfits.

A fine and comprehensive catalogue is issued, and will, we were informed, be sent post free, to all who desire it—and we will have no hesitation in advising every cinema or dance hall Manager to see that he has one at hand.

The Head Office and Showrooms of Cinema Traders, Limited, is—it seems almost superfluous to say—at 26 Church Street, Charing Cross Road, London, W.C.2.



Mr. C. Berryman (Sales Manager).

Before closing this brief account of a very interesting visit to one of the factories ministering to the technical and equipment needs of the cinema industry, let us render under Caesar that which is Caesar's, and extend our sincere thanks to Mr. W. Engelke, Mr. W. A. Guy, Mr. Fred Engelke, Mr. L. Kamm, and others who helped to make our visit pleasant and informative.

Our photographs, necessarily taken under difficulties, in a hive of manufacturing activities, may, nevertheless serve to illustrate the extent and ramifications of the works and the thoroughness of their organisation; in doing that they will have achieved their main purpose.

